



New Mexico State Personnel Office

2600 Cerrillos Road
Santa Fe, New Mexico 87505-0127

Classification Description

PUBLIC RELATIONS SPECIALISTS

Class Title	Class Code	Pay Band	Alt Pay Band*
Public Relations Specialists-B	J3031B	50	
Public Relations Specialists-O	J3031O	55	
Public Relations Specialists-A	J3031A	60	

**In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

Occupation Description

Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

Nature of Work

Public relations specialists handle organizational functions, such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation; conflict mediation; and employee and investor relations. Public relations specialists must understand the attitudes and concerns of community, consumers, employee, and public interest groups to establish and maintain cooperative relationships between them and representatives from print and broadcast journalism. Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Sometimes, the subject of a press release is an organization and its policies toward employees or its role in the community. They also arrange and conduct programs to maintain contact between organization representatives and the public.

Distinguishing Characteristics of Levels

Note: Examples of Work are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.

Basic

- Employees in this Role assist in developing marketing plans, purchasing advertising, establishing long term advertising policy and rates, contacting prospective clients, and coordinating activities with other agencies.
- Employees assist with various public speaking engagements and news releases, prepare media reports and keep the public informed about agency activities, coordinate printing jobs with printers, take photographs, plan and edit department newsletter, arrange for printing, prepare press releases, and contact people in the media.

PUBLIC RELATIONS SPECIALISTS

Recommended Education and Experience for Full Performance

Associates Degree in Publications, Journalism, Communications and/or related field and two (2) years of experience in public relations.

Minimum Qualifications:

High School Diploma or GED and one (1) year of experience in public relations.

Operational

- Employees in this Role compile and analyze inquiries and submit periodic reports to management; coordinate activities between local, state and federal programs; draft news releases for radio, newspaper, and television use; ensure that federal, state, departmental and local laws are complied with; maintain cooperative relationships with community representatives; prepare articles for departmental newsletter layout; prepare speeches; prepare exhibits and give slide presentations; produce power point layout and paste-up work; make recommendations regarding courses of action to publisher; may maintain and update website; are responsible for program-related budget.

Recommended Education and Experience for Full Performance*

Associates Degree in Publications, Journalism, Communications and/or related field and four (4) years of experience in public relations.

Minimum Qualifications

High School Diploma or GED and two (2) years of experience in public relations.

Advanced

- Employees in this Role perform the most complex and highly accountable public relations function.
- Employees are responsible for analyzing existing and proposed legislation to determine impact.
- Employees approve changes affecting the program; direct on-going program evaluation; direct the development of program goals, priorities, procedures, and reporting systems; prepare annual reports; prepare written proposals; assist in the negotiation of editorial contracts; take calls, and answer letters of a sensitive nature.

Recommended Education and Experience for Full Performance

Bachelor's Degree in Publications, Journalism, Communications and/or related field and two (2) years of experience in public relations.

Minimum Qualifications:

Associates Degree in Publications, Journalism, Communications and/or related field and two (2) years of experience in public relations. Any combination of education from an accredited college or university in a related field and/or direct experience in this occupation totaling four (4) years may substitute for the required education and experience.

PUBLIC RELATIONS SPECIALISTS

Knowledge and Skills

*Note: This information has been produced by compiling information and documentation provided by O*NET. O*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.*

Knowledge

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Skills

Speaking — Talking to others to convey information effectively.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Coordination — Adjusting actions in relation to others' actions.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Time Management — Managing one's own time and the time of others.

Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

PUBLIC RELATIONS SPECIALISTS

Statutory Requirements: N/A

Conditions of Employment: Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

Default FLSA Status: Non-Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

Bargaining Unit: This position may be covered by a collective bargaining agreement and all terms/conditions of that agreement apply and must be adhered to.

Established: 07/07/2001

Revised: 9/20/2011

**Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation.*

Note: Classification description subject to change. Please refer to the SPO website www.spo.state.nm.us to ensure this represents the most current copy of the description.